



Date: June 18, 2004
To: Gerald R. Miller, City Manager
From: Carl Kemp, Manager of Public/Governmental Affairs
For: Mayor and Members of the City Council
Subject: City Report: Week In Review For Week Ending June 18, 2004

The following weekly update highlighting various activities for the week ending June 18, 2004 is provided for your information. I hope you will find this information useful. Please feel free to contact my staff should you have any questions.

MAJOR WEEKLY HIGHLIGHTS

Parks, Recreation and Marine, Community Recreation Services Bureau

Over 200 boys and girls, ages 4-15 years, registered and participated in the Anaheim Angels Baseball Clinic conducted at the Darin Erstad Field, Silverado Park, on June 12. The youth were instructed in batting, hitting, fielding, and pitching by current and former Anaheim Angels baseball team players. The Angels' participants were Shane Halter, infielder; Jeff DaVanon, outfielder; Ed Herrmann, former catcher; Ike Hampton, former catcher; Steve Soliz, bullpen catcher; and Orlando Mercado, Angels bullpen catcher.

Community Development, Redevelopment Bureau

The Redevelopment Bureau successfully transitioned its Brownfields Revolving Loan Fund Grant to embrace new regulations approved by Congress in January 2002. The previous rules excluded contamination from petroleum products making the program difficult to implement in Long Beach. The new rules allow the Bureau to loan these funds more effectively throughout the City.

Community Development, Economic Development Bureau

A total of 35 high school students successfully completed a 20-week internship through the Youth Opportunity Center Spring Internship Program. The Workforce Development Bureau and the Long Beach Unified School District recognized the young persons last week, where each received ten elective high school credits in association with the District's Regional Occupation Program. Two of the businesses - Staples and the Westin Long Beach - hired their interns as soon as the youth completed the program.

Technology Services

The City's cable station, LBTv (Channel 8), is now playing KKJZ, 88.1 FM radio programming live as background music for the character generator, which presents City information and announcements in text format when regular video programming is not being aired. KKJZ is providing the service free of charge. Playing the local radio station live on LBTv 8 will provide both the City and KKJZ

with positive exposure and is another example of our growing partnership with the radio station.

UPCOMING EVENTS AND PROJECTS

Community Development, Housing Services Bureau

City staff and The Long Beach Housing Development Company conduct a *"First-time Homebuyer Seminar"* on a monthly basis at various parks and libraries throughout the city. The next scheduled seminar is **June 19** at Veterans Park from 9:00 a.m. to 5:00 p.m. Cost is \$25 per household.

Parks, Recreation and Marine, Planning and Development Bureau

Ceremonies will be held on **June 19** to celebrate improvements to the Silverado Park Gymnasium. Tony Hill, former NFL Dallas Cowboy and former West Long Beach resident, is the featured speaker. The improvements to the gym include a new wooden floor, new adjustable height backboards and rims, improved lighting, new painting, and remodeled accessible restrooms.

Non-stop entertainment and gospel music is planned for the annual Juneteenth Celebration event on **June 19**, 10 a.m. to 5 p.m., at Martin Luther King, Jr. Park Community Center, 1950 Lemon St. Presented by the Long Beach Parks, Recreation and Marine Department, the event is cosponsored by St. Mary's Medical Center and the Partners of Parks.

Health and Human Services

The Workforce Development Task Force and the Partnerships for the Public's Health is sponsoring a workshop entitled Effective Outreach Strategies to Pacific Islanders on **June 21** from 1:00-3:00 p.m. at the Miller Family Health Education Center West Pavilion.

Health and Human Services, Preventive Health Bureau

The nation will be celebrating National HIV Testing Day, intended to promote HIV testing in order to identify people with HIV and assist them in getting into early care on June 27. The City will be commemorating that day with a special event to be held on **June 26** at Houghton Park from 11:00 a.m. to 3:00 p.m. The event will include free Rapid HIV Testing, food and entertainment. HIV Community based organizations from the area will be on hand to provide education materials to all participants.

AWARDS

Parks, Recreation and Marine

The American Shore and Beach Association presented its West Coast award to the City of Long Beach for its "Beach Nourishment" program. Beach nourishment is the placement of sand on eroded beaches to restore their width. The City has tried several things in the last 20 years to stop beach erosion including artificial seaweed, pea gravel berms and a shore parallel sand bag reef. None of those projects were successful.

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PUBLIC SAFETY

Police

Police Department Narcotic Detectives and Community Policing Officers served a narcotics search warrant in the 1700 block of Cherry Avenue. Ten arrests were made. All suspects are known to have gang connections.

Police Department motor officers conducted a DUI warrant arrest operation. People who fail to show up for their court hearing resulting from a DUI arrest are issued arrest warrants. Officers attempted to serve fifty-two warrants citywide. Thirteen suspects were arrested.

In an effort to raise awareness about safe and responsible firearm ownership, and to decrease the incidence of accidental injuries, the Police Department is giving away free gun locks to Long Beach residents who are at least 18 years old. These gun locks are available at any police station or community center. Any Long Beach resident interested in obtaining a free gun lock must bring identification and proof of residency.

An end-of-school-year Crime Suppression Task Force was conducted from June 10 through June 13. The purpose of the Task Force was to reduce the spike in youth-related crimes and nighttime loitering that occurs as a result of the school year ending. Officers made 19 felony and 131 misdemeanor arrests, issued 84 traffic, 51 curfew and 12 fare evasion citations, towed eight vehicles, and conducted 147 field interviews.

Fire

The Fire Department responded to 755 emergency medical calls; 525 required paramedics. It also responded to 100 calls for fires, 15 of which involved structures.

On June 16, the Public Safety Advisory Commission gave the Fire Ambassadors a Public Safety award.

City Manager

KKJZ, 88.1 FM, is the City's partner during times of emergency or disaster. Key City Public Information Officers met with KKJZ officials to review communication plans. As part of the plan, KKJZ broadcasts City public safety instructions to the Long Beach community during a major emergency.

NEIGHBORHOODS

Financial Management

Garage sale season is upon us. In May, the City issued 880 garage sale permits, many due to real estate agents organizing neighborhood "block sales." To obtain a Garage Sale Permit, please call 570-6211. Garage sale complaints may be called in to 570-YARD seven days a week and a license inspector will investigate.

Community Development, Neighborhood Services Bureau

The Community Development Advisory Commission held a hearing to receive public input regarding the "Annual Report" on June 16. The report outlines how the Neighborhood Services Bureau will spend Community Development Block Grant funds in '04-'05 program year. Many residents and representatives from community-based organizations addressed the Commission on programs and services outlined in the document. The City will submit its final draft to HUD in October.

Health and Human Services

The Black Infant Health Project hosted a "Celebrate Healthy Babies" event at Houghton Park on June 12. Over 800 people participated in this educational outreach on healthy pregnancies.

Health and Human Services, Workforce Development Task Force

On June 13, staff representing various health education and outreach programs attended the Museum of Tolerance. The tour of the museum was funded by the Department's Partnership for the Public's Health grant and was an excellent opportunity to increase the cultural competence and sensitivity of staff who provide direct services to Long Beach's diverse population.

Parks, Recreation and Marine, Maintenance Operations Bureau

A new landscape and irrigation project was completed at Whaley Park. New fitness equipment stations have been delivered and installed for public use at Bixby Park.

Work on Skylinks Golf Course is progressing smoothly. A 40-foot high safety netting along Lakewood Boulevard was installed; concrete cart paths were completed; fairways and roughs north of Wardlow Road were planted and 600 more shrubs were planted along the perimeter areas.

Parks, Recreation and Marine, Planning and Development Bureau

The Parks and Recreation Commission and the Planning Commission reviewed plans for a new park at Plymouth Street and Elm Avenue. Plans include a playground, walking path, picnic tables and barbecue, turf, and trees. On a separate lot across Elm Avenue from the rest of the park, a small community garden is planned. Future plans include a small recreation center building.

The Parks and Recreation Commission also reviewed plans for an addition to the Martin Luther King, Jr. Park swimming pool. The addition, which is planned for the west side of the pool building, will include locker rooms, restrooms, cashier and lifeguard offices, chemical storage facilities, and a classroom.

Construction on the extension of the beach bicycle path from Belmont Pier, on the beach, past the Belmont Pool is 50 percent complete. Construction continues on Officer Daryle W. Black Memorial Park and the Houghton Skate Park.

Library Services

A sign announcing the future site of the MacArthur Park Library has been installed. The new library is a joint venture of the California State Library, the City of Long Beach and the Redevelopment Agency. A groundbreaking is planned for Spring 2005.

Community Development, Redevelopment Bureau

Community Rehabilitation Industries (CRI) has announced its merger with AbilityFirst effective July 1. The Redevelopment Bureau has acquired a portion of CRI's facilities near Anaheim Street and Peterson Avenue for the new MacArthur Park Library. The old CRI facilities are being reconstructed next to the main AbilityFirst facility. The Agency approved the assignment of interest in this project to AbilityFirst because it allows for the continued support and programming CRI has provided to the community since 1956.

Library Services

Local writer, Connie Nanasy, author of a new novel, *Love And Betrayal in Texas*, read from her book and discussed the writing process at the Ruth Bach Neighborhood Library on June 15.

Community Development, Neighborhood Services Bureau

The Anaheim Community Police Center hosted a Tenants' Rights Workshop including panelists from the Department of Health and Human Services' Environmental Health Bureau and the Fair Housing Foundation on June 3. Approximately twenty primarily Khmer-speaking residents gained knowledge about their rights and responsibilities as tenants, fair housing laws and how to maintain a healthy home environment. On June 9, primarily Spanish-speaking participants attended the same workshop at the Willmore Community Police Center.

Staff from the Neighborhood Services Bureau and City Prosecutor's Office coordinated a June 15 clean up on Pacific Avenue serving as a kick-off event for South Wrigley Neighborhood Pride Week. The week of events will take begin on June 26. The clean up included support from L.B.P.D Motor Patrol and Parking Enforcement, Public Works Community Service Workers and many community volunteers. The South Wrigley Neighborhood Advisory Group hopes to make Neighborhood Pride Week an annual event.

Public Works Department, Environmental Services Bureau

On June 2 and 3, the Traveling Recycling Education Center (TREC) was at Prisk Elementary to teach four fourth grade classes about conservation and recycling. TREC has been on hiatus for nearly a year while it was being refurbished and the information taught was being updated. In addition, the Environmental Services Bureau has now teamed up with the Department of Health and Human Services to provide a companion program in which HHS teaches students about household hazardous waste and pollution prevention. One student wrote, "The truck was fun. I promise to recycle!"

ECONOMIC DEVELOPMENT

Financial Management

Thirty-five real estate agents have obtained a business license in the first two weeks of June. The City is now emphasizing the municipal code requirement that real estate agents, who are considered independent contractors, obtain a business license. It is estimated that there are more than 1,000 real estate agents in Long Beach that require a business license. The emphasis on licensing real estate agents will continue through the summer.

Approximately 116 Long Beach suppliers have signed up to receive e-notifications from the City's new on-line bid notification system. This system makes doing business with the City simpler by providing bidders up-to-date information regarding bid requests. All suppliers interested in doing business with the City are encouraged to go to the Purchasing web site at <http://www.lbpurchasing.org> and add themselves to the City's new bidder notification system. Should you have any questions please contact the Purchasing Division at 562-570-6361.

Community Development, Administrative and Financial Services Bureau

City staff held the bimonthly Networking with the City of Long Beach workshop on June 8. The event helps assist small businesses expand networking opportunities with local businesses, the City of Long Beach and other public entities.

Community Development, Economic Development Bureau

Economic Development Bureau staff attended a seminar on business and trade in mainland China and the semiautonomous region of Hong Kong on June 10. The seminar provided information on business opportunities in the region and identified beneficial manufacturing hot spots for US importers. Bureau staff will share its newfound knowledge about trade in the region with local businesses interested in trade with mainland China and Hong Kong.

The City's Enterprise Zone Tax Incentive Program continues to benefit the local business community. Fourteen Enterprise Zone vouchers were issued to five companies during June 7-11, bringing the year-to-date total to 3,545 issued to 146 companies. Each voucher represents work for an economically disadvantaged individual.

From October 1 to May 31, the Economic Development Bureau conducted 17 Business Development Workshops in English and Spanish, drawing 283 attendees. Additionally, staff conducted 311 Business and Loan Counseling sessions providing guidance on issues such as starting a business, financial management, permits and obtaining a business loan.

Community Development, Workforce Development Bureau

City staff conducted employee recruitments for 250 positions ranging from servers to managers at the imminent Pike location of Gladstone's 4 Fish

Restaurant, retail merchandisers for SAS Merchandising, accounting positions through Robert Half International Services and warehouse workers with Redbarn Pet Products - a LB-based dog food manufacturing company.

Library Services

Library staff met with the Hispanic Business Association and the Chamber of Commerce's Workforce Diversity Committee and International Business Association to determine what services and programs the Library can offer the business community. This is part of a grant application the Library is working on which includes the development of a full plan of library services for small businesses located in Long Beach.

SPECIAL EVENTS

Parks, Recreation and Marine, Special Events and Filming Bureau

The Jonathan Jaques Champions Run for Life, with an estimated attendance of 2,000, was held on June 12 at the Rainbow Harbor Esplanade.

The San Juan Festival, with an estimated attendance of 7,000, was held on June 13 at the Queen Mary Events Park.

The Old School Jam Reggae Festival, with an estimated attendance of 4,000, was held from June 18-20 at the Queen Mary Events Park.

OTHER ITEMS OF NOTE

Long Beach Energy, Gas Services Bureau

Gas Services Bureau completed a total of 2,486 service calls. This total included 977 Gas and Water Utility Turn Ons, and 701 Turn Offs. During this period, 757 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders.

A total of 51-meter maintenance and billing related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 418 emergency phone calls that resulted in 94 emergency orders being sent out.

Public Works – Street Maintenance

Staff installed 261 sidewalk patches, repaired 993 potholes and trimmed 403 trees citywide.

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Weeklyupdate 6/21/2004.doc

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